



# Enhancing The Customer Experience: The Complete Training Course

05 - 20 May 2025  
Casablanca



**AGILE LEADERS**  
Training Center



# Enhancing The Customer Experience: The Complete Training Course

**Ref.:** 1001\_241948 **Date:** 05 - 20 May 2025 **Location:** Casablanca **Fees:** 3300 **Euro**

## Overview:

This training course is designed to take your organization from a product-focused mindset to a customer-centric service model. Also, you'll explore customer communication strategy, customer communication plan, and how to use customer communication tools effectively. We'll also focus on quality assurance and quality control, poka yoke, and the quality improvement cycle. This training program is unique as it combines key concepts from both the Balanced Scorecard training and the CRM course, giving a holistic customer centric approach.

## Target Audience:

- Customer Service Managers
- Quality Assurance Managers
- Customer Care Staff.
- Individuals looking to attain a Certification Training in enhancing customer experiences

## Targeted Organizational Departments:

- Customer Service Department
- Front Desks Employees.
- Quality Assurance Department

## Targeted Industries:

- Governmental Entities
- Retail
- Banking
- Hospitality
- Telecommunication

## Course Offerings:

Participants will:

- Learn the advantages of a learning organization
- Delve into the customer centricity model
- Master the Balanced Scorecard
- Improve their customer communication strategy

## Training Methodology:

Our training methodology involves:

- Interactive sessions



- Real-life case studies
- Group discussions
- Continuous feedback sessions

## **Course Toolbox:**

Participants will be provided with:

- A comprehensive workbook
- Balanced Scorecard templates
- Customer communication tools

## **Course Agenda:**

### **Day 1: Understanding the Customer**

- Topic 1: Introduction to customer centricity model and its advantages
- Topic 2: Basics of customer communication strategy and customer communication plan
- Topic 3: Effective usage of customer communication tools
- Reflection & Review: Reflecting on the importance of customer centric thinking

### **Day 2: Quality Assurance and Control**

- Topic 1: Introduction to quality assurance and quality control
- Topic 2: Understanding Poka Yoke
- Topic 3: The quality improvement cycle
- Reflection & Review: Importance of quality in customer service

### **Day 3: Mastering Communication**

- Topic 1: Effective Listening
- Topic 2: Acknowledging the Voice of Customer VOC
- Topic 3: Handling Customer Issues Effectively Body Language, Tone of Voice ...etc
- Reflection & Review: Importance of VOC and Communication Skills in customer satisfaction

### **Day 4: Balanced Scorecard and CRM**

- Topic 1: Balanced Scorecard training
- Topic 2: Introduction to CRM course
- Topic 3: Aligning CRM with customer centricity
- Reflection & Review: How Balanced Scorecard and CRM improve customer service management

### **Day 5: Customer Satisfaction and Happiness**

- Topic 1: Customer satisfaction training courses
- Topic 2: Enhancing customer relations
- Topic 3: Customize happiness - Making customers happy
- Reflection & Review: The role of customer satisfaction in customer centric culture

## **How This Course is Different from Other Enhancing The**



## **Customer Experience Certification Training Courses:**

Our course integrates different aspects like customer communication strategy, CRM, Balanced Scorecard, and customer centric culture into one comprehensive course. This holistic approach helps participants understand how these elements work together to enhance the customer experience. The course's strength lies in its practical, hands-on approach, providing real-life examples and case studies for a more engaging learning experience.

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



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## CONTACT US

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## Gamified and Interactive Training

We understand that training delivery can be challenging, both online and offline. To ensure engagement and achieve learning objectives, we have developed our own activities and collaborated with industry-leading solutions to gamify our training sessions. This approach increases interaction levels and guarantees effective learning outcomes.



## Our Training Categories

We cover a wide range of training categories to cater to different needs and interests

- Branding, Marketing, Customer Relations, & Sales Programs
- Finance and Accounting Programs
- Human Resources Management Programs
- Management & Leadership Programs
- Political & Public Relations Programs
- Project Management Programs
- Quality & Process Management
- Self-Development Programs

Join Agile Leaders today and embark on a transformative journey towards becoming a more agile and effective leader. Experience our customer-centric approach, actionable training, and guaranteed return on investment. Let us help you unleash your full potential in the dynamic business landscape.



## Where to Find Us

You can join our training programs at our centers located in



We also offer online training sessions through the Zoom platform.

- Malaysia**  
Kuala Lumpur
- Morocco**  
Casablanca
- Spain**  
Barcelona
- France**  
Paris
- UK**  
London
- Italy**  
Rome
- Egypt**  
Cairo  
Sharm El-Sheikh
- Turkey**  
Istanbul
- Georgia**  
Tbilisi
- Azerbaijan**  
Baku
- UAE**  
Dubai



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